

Attayek, Tack

From: mabelschwoebel@aol.com
Sent: Thursday, April 03, 2003 9:41 AM
To: Mixonline
Subject: MIXonline - comments

submitted: Thursday, April 3, 2003, 09:41:01

Name: Jan Rauschenbach
Location: Cary, NC
Age: 45 - 54
email: mabelschwoebel@aol.com
intended for: for Sheri Logan from MIXonline

message:

I just want to thank you for your support of our troops and your generosity.

My son is in the Marines and has been transferred to Camp Pendleton for now.

My son and his unit have been called up to leave for overseas, but it has been postponed and it is now a day to day waiting game. I fill him in on what is going on here and he says that the support is very much needed. He also says Thank You.

I also work for a national builder here in Raleigh and in the community we are displaying our support with yellow ribbons throughout.

Bill and Sherri keep up the good work.



North Carolina Association of Chiefs of Police

Post Office Box 1589
Raleigh, North Carolina 27602
Telephone (919) 829-9119
Facsimile (919) 833-1059

March 7, 2002

FOX50 TV
512 S Mangum Street
Durham, NC 27701

Dear Sir/Madam.

On behalf of the North Carolina Association of Chiefs of Police, I would like to thank you for your sponsorship of the Chiefs' conference in Durham February 3-6, 2002. Due to your interest, participation and financial support, the conference was a great success. The conference is an opportunity for Chiefs of small, medium and large departments from all across North Carolina to participate in education and training

I would like to take this opportunity to offer you an Associate membership in the North Carolina Association of Chiefs of Police. The Active membership is reserved exclusively for current Chiefs of Police. If you join the Association as an Associate member you will receive a certificate, a membership card, two decals, two bumper stickers and a lapel pin. Enclosed is a membership application. I would also like to bring to your attention the Association's web page which is found at www.ncpolicechief.org.

The Association does not solicit support through fund raising or telemarketing. The Association relies on dues from Active members, Associate members and revenues from training and education conferences. Therefore, your Associate membership is very helpful and important.

Again, thank you for your support of the conference and for considering, and hopefully, joining the Association. Your support of law enforcement is appreciated.

Sincerely,

Charles P Wilkins

Enclosure
CPW/jl



MEDICAL REVIEW OF NORTH CAROLINA, INC.

Post Office Box 37309 • Raleigh, N C 27627 • Telephone (919) 851-2955

November 13, 2000

WKYK/WTOE
Don Metts
P.O. Box 744
Burnsville, NC 28714

Dear Mr. Metts,

I am writing to thank you for airing Medical Review of North Carolina's Immunization and Diabetes PSAs. By supporting our educational program for Medicare beneficiaries, you are helping us reach a wider audience than we could on our own. In addition, your feedback on the response form will guide me in improving our PSAs and distribution methods. Thank you once again for helping to increase knowledge about diabetes, eye care and adult immunization among your listeners. Your time and your assistance are greatly appreciated.

Sincerely,

Sue Hunter, MPH, CHES
Senior Associate, Social Marketing
Medical Review of North Carolina



Mailing Address
101 CITY HALL PLAZA • DURHAM, NC 27701

CITY OF DURHAM

DEPARTMENT OF PARKS & RECREATION
403 BLACKWELL STREET • DURHAM, NC 27704
919 560 4355 • fax 919 560 4021
www.ci.durham.nc.us

January 6, 2003

Mr Tommy Schenck
General Manager
WRAZ-TV Fox 50
512 S Mangum Street
Durham, NC 27701

Dear Mr Schenck

I would like to thank WRAZ-TV Fox 50, on behalf of the City of Durham Parks and Recreation Department, for its support of our 31st Annual Senior Holiday Party

Although we have worked together on other events, this was the first year that Fox 50 has been a sponsor of our annual Senior Holiday Party I hope that this year was the beginning of a new tradition! Thanks again for contributing to our promotional campaign and for providing Julia Lewis as our MC

We couldn't have done it without you! Thanks again for your consistent commitment to the City of Durham

We look forward to a continued relationship

Sincerely,

Tim A Grant
Interim Director
City of Durham Parks and Recreation Department



**DEPARTMENT OF THE AIR FORCE
HEADQUARTERS 43D AIRLIFT WING (AMC)
POPE AIR FORCE BASE, NORTH CAROLINA**

17 September 2003

Ms. Donna Rachels
Commercial Sponsorship Coordinator
43 SVS/SVK
517 Virgin Street
Pope AFB NC 28308

Ms. Tila Comstock
Beasley Broadcast Group
PO Box 710
Fayetteville NC 28301

Dear Tila,

Our ATWIND program was a tremendous success. Thank you for your sponsorship!

Beasley Broadcast Group is so good to us, thank you for all you do. Your stations helped to make our Family Fun Day successful and we truly appreciate your continued support. You and your staff are simply the best!

The Air Force is proud to include you as part of the Pope team. Your interest in our activities plays a vital part in our future. The quality of our programs strengthens our morale, retention and recruitment.

We look forward to a continued working relationship with you and again, thank you for your time and investment in our Family Fun Day. Please share our appreciation and enclosed photos with your staff.

Sincerely

DONNA RACHELS



Copy: Kirby
Vicki
Chick
Von

MECKLENBURG COUNTY

Board of County Commissioners

January 18, 2000

Mr. Bruce Baker
General Manager
WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206

Dear Bruce:

I express my appreciation to you and your colleagues at WSOC-TV for the valuable public service provided through the producing and televising of the Electronic Town Meeting on January 13, 2000. This was an excellent example of an effective public/private partnership. It has enhanced the image of local government and has created an awareness of your company's leadership in community affairs.

From all comments I've heard, you and members of your staff went way beyond the "call of duty" to make this a quality program. This speaks well for Cox Broadcasting, for our community and for the broadcast media.

I understand we had excellent participation by phone and e-mail, and had a respectable number of people present at the remote sites. Together, we learned some valuable lessons on how television and new technology can improve communications between the public and their policy makers.

Thank you for your willingness to help local government create an environment for dialogue that sustains and strengthens the economic health and social vitality of this community.

With best regards,

Yours very truly,

A handwritten signature in dark ink, appearing to read "Parks", with a long horizontal stroke extending to the right.

H. Parks Helms
Chairman

HPH:srsf
c: Jerry Fox
John McGillicuddy

1/20
mailed
Bruce's note

PEOPLE • PRIDE • PROGRESS

Make-A-Wish Foundation®
of Eastern North Carolina
3803B Computer Drive, Suite 108
Raleigh, North Carolina 27609
919 821-7111
800 432-WISH
919 832-0079 fax
www.wish.org/eastnc



October 20, 2003

Federal Communications Commission

Dear Commissioners:

The mission of the Make-A-Wish Foundation® of Eastern North Carolina is to grant the wishes of children between the ages of 2 ½ and 17 with life-threatening medical conditions to enrich the human experience with hope, strength, and joy. Since the chapters' inception we have granted over 1,083 wishes to medically eligible children throughout the 49 counties east of the Orange/Alamance county lines.

Without the continuous support from two of our local media outlets, NBC17 and Clear Channel radio, we could not continue fulfilling our mission. Each week, NBC17 anchor Bill Gaines highlights the story of a child who has received a wish from our organization, providing valuable awareness of our mission. And the support we receive goes far beyond just promoting awareness, but to hosting two of our chapter's major fundraising events, as well. Earlier this month we held the inaugural Bill Gaines Make-A-Wish Invitational with NBC17 and will be celebrating the 10th Annual 'Pennies From Heaven' radio-thon -- next month with Clear Channel. This is just a sample of the dedication and support we receive from our media affiliates.

Thank you for allowing us the time to explain how important they are to us, and the children we serve in Eastern North Carolina.

Sincerely,

A handwritten signature in cursive script that reads "Cindy Williams".

Cindy Williams
Development Associate



Share the Power of a Wish®

4330 Bland Road Flagship Building Raleigh, NC 27609

Tel 919 875 8252 Toll Free 800 936 9337 Fax 919 875 8835
www.leukemia-lymphoma.org



October 20, 2003

Dear Commissioners,

The Leukemia & Lymphoma Society is the fastest growing voluntary health organization in the nation and our mission is to cure leukemia, lymphoma, Hodgkin's disease, and myeloma and to improve the quality of life of our patients. We were founded in 1949 and have since grown to 61 chapters nationwide with the North Carolina Chapter forming in 1980.


In the Triangle area we have increased the funds raised from \$660,000 in 2000 to more than one million this year. We believe that a primary reason we have succeeded in increasing our fundraising totals is the partnership we have built with the media in our area. With their help we have increased awareness for our mission and the participation in special events in the area.

One of our signature events is our Light The Night Walk occurring during September, which is national Leukemia & Lymphoma Awareness Month. NBC-17 has been our media partner since the inception of the event in Raleigh in 2000 and has helped us to move from raising \$40,000 the first year to \$120,000 this year. The on-air personalities and the staff at NBC-17 talk with us each year to see how we can improve the promotion for this special event and have been a tremendous support for us. We cannot thank NBC-17 enough for being a part of our event and this year we are recognizing their Outstanding Performance with a special award

An event we have that is unique to the Triangle area is also the highest fundraising special event in the state and News 14 Carolina has been a great supporter for the last two years. Our Dream Home project runs throughout the Parade of Homes each year and Channel 14 has raised an incredible amount of awareness for this event and we had the highest flow of traffic ever during the parade. Our phone rang off the hook with people wanting more information after "seeing it on channel 14"!

In addition to these wonderful stations, we experience great support from sending out PSAs in this area and having coverage during our events from other stations as well. We have commented on the support we receive to other chapters in our organization and many of our counterparts do not receive the level of support we do in North Carolina.

Thank you for allowing me to take a moment and brag on the media in the Triangle area! We appreciate their enthusiasm and continued support for our mission to fight blood cancers.


Tiffany Drummond Armstrong
Campaign Manager
The Leukemia & Lymphoma Society
4330 Bland Road Raleigh, NC 27609
919-875-8252, ext 100
armstrongt@nc.leukemia-lymphoma.org



Tiffany Armstrong
Campaign Manager
North Carolina Chapter
4330 Bland Road
Raleigh NC 27609

Tel 919 875 8252 Ext 100 Toll Free 800 936 9337
Fax 919 875 8835
www.nc.leukemia-lymphoma.org

Fighting Leukemia, Lymphoma, Hodgkin's Disease and Myeloma



First Presbyterian Church

Witnessing for Christ from the heart of Raleigh since 1816

112 South Salisbury Street, Raleigh, North Carolina 27601, Telephone (919) 821-5750, Fax (919) 821-0998

April 4, 2001

TO: SUNRISE SERVICE PARTICIPANTS
SUNRISE SERVICE COMMITTEE

FROM: JAN ANDERSON, CHAIR

Prayers have been answered in many ways. It has been on my heart for a long time, and it has happened. NBC 17 will be televising our service for the first time joining WPTF who has been broadcasting us for about four years. We appreciate your faithfulness through the years, and we will need you to continue this relationship as we plan for next year.

Enclosed is a "play-by-play" schedule of our 30-minute service. Please note that when we go off the air, our service will continue for about 15 minutes.

Next year there is a possibility that NBC 17 will lengthen the televised service to an hour. Therefore, the Sunrise Service Committee should meet right away to discuss positives and negatives of this year's service and brainstorm for next year. Please plan to attend a meeting on Wednesday, April 18, at 2:30 p.m. in the State Capitol Building, second floor, west hall committee room.

Edenton Street United Methodist Church is again hosting a continental breakfast immediately following our service. Please plan to attend. Dy-Mar Bakery in the Research Triangle is donating light breakfast foods. There is ample parking at the church. For the band and others who arrive early to make arrangements for the service WE WILL HAVE COFFEE AND BREAKFAST FOODS!

Should it rain we will meet at First Baptist Church, Salisbury Street.

Thank you for your participation in this wonderful service!

*Larry, Treat our horn as much as you can
on the tube !!!*

Sheila S. Barrick, Associate Pastor
KC Crawley, Youth/Young Adult Dir.

Edwin W. Stock, Jr., Pastor
Albert G. Edwards, Pastor Emeritus
David L. Covington, Dir. of Music

Robert G. Inskeep, Associate Pastor
Charles M. McEwan, Church Administrator

Second Harvest
FOOD BANK
of Metrolina



June 4, 2002

Board of Directors

Tim Alwan
WBTV
Rick Anicetti
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Greg Morris
Lance
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Nabisco
Frank Timberlake
Ret. Thomas and Howard
Company
B. B. Tripp
Ret Winn-Dixie Charlotte
Blease Turner
Community Christian
Outreach Ministries
Mary Wannamaker
Ret BellSouth
Terry Welch
McGuire Properties

Emeritus
Glenn D. Hunt
Theodore C. Heyward, Jr
(1915-1995)

Executive Director
Anne W. Register

Ms. Nicki Gill
WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206

Dear Ms. Gill:

On behalf of the over 1 million hungry Carolinians who were fed through Second Harvest Food Bank of Metrolina last year (42% of whom were children), I want to thank you for the support provided by WSOC with news stories and placement of the Charlotte Ad Club's "Stop Hunger Here!" campaign. The coverage that you offered helped more people know that hunger is a very real problem in our area and encouraged them to take action. It is only because of these responses from caring businesses, community organizations and individuals that Second Harvest was able to offer 7.3 million pounds of food assistance in 2001.

Please accept this framed proclamation, from our Board of Directors, as a token of our gratitude. And please, keep Second Harvest Food Bank in mind for your future community involvement plans. Sadly, as our economy struggles to recover from the recession, people continue to lose their jobs and hunger continues to grow. We look forward to the opportunity to work with you again.

Sincerely,

Anne Register
Executive Director



James K. Pipes III, *County Manager*

Keith Presnell, *Chairman*
Billy Ray Bailey, *Commissioner*
John Renfro, *Commissioner*

YANCEY COUNTY

County Courthouse, Room 11 • Burnsville, NC 28714

PHONE (828) 682-3971 • FAX (828) 682-4301 • email:kpipes@yancey.main.nc.us

August 16, 1999

Mr Steve Murphy
WKYK Radio
P O Box 744
Burnsville, N C 28714

Dear Steve,

On behalf of the Yancey County Board of Commissioners I would like to thank you and WKYK for producing and airing the public service announcements for recycling in Yancey County. The Board and I feel that these PSAs will be a significant help in teaching our citizens about recycling and the use of the convenience centers.

Once again, we earnestly appreciate your work in this endeavor.

Sincerely,

Kelly Pipes
County Manager

CC Mike Sink



COMMANDING GENERAL
MARINE CORPS BASE
PSC BOX 20004, CAMP LEJEUNE, NC 28542-0004

September 29, 2003

Dear Mr. Weeks.

The "Salute to Our Heroes" Concert held at Camp Lejeune on September 4, 2003 was the first Marine Corps Community Services (MCCS) event I attended as the Base Commander. The evening has left an indelible impression on all of us. The concert was an unqualified success, and I was especially pleased and impressed to see WITN-7 as a Platinum Sponsor. On behalf of the Marines, Sailors, and family members who make Jacksonville, North Carolina and Camp Lejeune their home, I can assure you we will long remember, as we deeply appreciate, WITN-7's generosity and active support.

Once again, thank you for having been so supportive of the "Salute to Our Heroes" Concert. I look forward to our continuing association with WITN-7 and the win-win partnership that has prospered through the MCCS Commercial Sponsorship Program.

Sincerely,

A handwritten signature in black ink that reads "Robert C. Dickerson". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

ROBERT C. DICKERSON
Brigadier General, U.S. Marine Corps

Mr Michael D. Weeks, President
P.O. Box 468
Washington, NC 27889

Heaton, Joe

From: Kerby, Dan
Sent: Friday, February 21, 2003 8:43 AM
To: Heaton, Joe
Subject: FW: Thank you

FYI

-----Original Message-----

From: Keeton, Tim [<mailto:tim.keeton@wachovia.com>]
Sent: Friday, February 21, 2003 8:13 AM
To: 'dkerby@charlotteswb.com'
Cc: 'Chrystal Love', 'mtransou@carolina.rr.com'
Subject: Thank you

Mr Kerby,

I just wanted to thank you again for taking the time to show our Tiger cubs around your station, and for your exceptional patience with our group. Your presentation was interesting and enlightening for both kids and adults, and we greatly appreciated it. I believe we all learned a lot and had fun doing it.

Again, thanks

Sincerely,

Tim Keeton
Tiger Den 5

P.S. How do I get this big "S" tattoo off of my forehead?

Timothy Edward Keeton
Wachovia Securities, Inc.
Vice President - Corporate and Investment Banking Compliance
Phone: (704) 374-6091
Fax: (704) 383-0126
Email: tim.keeton@wachovia.com



Durham Service Center
Blood Services Carolinas Region
4737 University Drive
#3 University Place
Durham, NC 27707
(919) 493-3551

December 15, 1993

Mr. Richard K. Feindel
WWGP 1050
Post Office Drawer R
Sanford, North Carolina 27330

Dear Mr. Feindel:

Thanks to you (WWGP) and your co-sponsors, the December 6th blood drive was a huge success. A special thanks for being one of the sponsors of this drive and advertising it. As you know, without committed sponsors, we would be unable to meet the needs of area hospitals.

For your information, the operations report showed the following results of the December 6th bloodmobile:

Persons presenting	130
Deferrals	7
Units collected	123
Goal	100
First time donors	2

Since each unit of blood is separated and transfused to an average of four patients, donors at your bloodmobile visit helped save as many as 492 lives!

Again, thank you for making the gift of life available to others, and supporting the American Red Cross Blood Program.

Sincerely,

A handwritten signature in cursive script, appearing to read "B. T. Williams".

B. T. Williams
Blood Services Consultant



Greensboro Urban Ministry

Serving Greensboro Together

305 West Lee Street Greensboro, NC 27406
Phone (336) 271-5959 Fax (336) 271-5920
www.greensboro.com/gum



May 7, 2003

Ms. Shannon Sopina
Market Promotion Director
Clear Channel Radio-Greensboro
2-B PAI Park
Greensboro, NC 27409

Dear Shannon,

On behalf of everyone at Greensboro Urban Ministry, I want to thank 104 WTQR for sponsoring this year's **Serving Greensboro Together** held Tuesday, May 6th. The promotional announcements I heard were great and I had several other people tell me they heard them too. I thought our interviews on WTQR and with Bill Flynn went very well and I really appreciate your getting the other stations involved in promoting "A Day to Feed the Triad" as much as possible. The WTQR website link seemed to be popular, too. Do you have anyway of tracking how many hits the "A Day to Feed the Triad" web page received? That would be interesting to know.

Jointly promoting **Serving Greensboro Together, Hope du Jour, and Dining Out for Hunger** was a win-win outcome for every one involved. I think it heightened awareness in the three communities that hunger exists right here in the Triad, and the participating restaurants also benefited from the additional publicity.

Given the great publicity provided by your radio stations and other media/marketing materials, we feel this year's **Serving Greensboro Together** was a great success! We are confident we will reach our goal of raising \$30,000 for Greensboro Urban Ministry to help all the people we serve.

Thanks again for your support and I hope we can continue our partnership with you next year.

Sincerely,

Pat Arnett
Director of Development
Greensboro Urban Ministry

Stephens, Ginny

From: Heaton, Joe
Sent: Sunday, March 31, 2002 6 53 PM
To: Stephens, Ginny
Subject: Public File - Wole Soyinka Documentary feed back

Public file

Joe Heaton
Program Director
WJZY UPN46/Charlotte's WB - WWWWB
3501 Performance Road
Charlotte, NC 28214
704 944 3340
704 944 3440 Fax

Wf

-----Original Message-----

From: Echo28207@aol.com [<mailto:Echo28207@aol.com>] <[mailto:\[mailto:Echo28207@aol.com\]](mailto:[mailto:Echo28207@aol.com])>
Sent: Friday, March 29, 2002 9 36 AM
To: Heaton, Joe
Cc: Sherman, Linda, KRowanPR@aol.com, jhzimm@bellsouth.net
Subject: Wole Soyinka Documentary feed back

Hello Joe,

Below is yet another great feedback from a student at Myers Park High School. The enthusiasm you have generated with your documentary is contagious and has made a substantial impact in the Charlotte Community.

Amanda Shintay is a junior at Myers Park. She, and the head of the IB program there, approached Echo (along with 2 other schools) to request hosting our high school initiative next year. Based on their extraordinary enthusiasm and organization, Echo has chosen them.

I just wanted to be certain you know that the impact of your work is far reaching. Because of your commitment to education and to sharing the Echo message across the region, we are in a position to consider Echo student organizations in each Char-Meck high school. Also, next year our program and its messages will include an Internet component and whatever else the imagination of the students and teachers dream up!

Thank you to you and your crew again for the immeasurable hours of filming, scripting and editing. Thank you also for your patience with me as I tried to track down Wole Soyinka in order to adhere to Echo's obligation regarding the approval requirement. I know that added stress to your day, and for that I am sorry.

Wishing you a joyous Easter Season,
Stephanie

Mrs. Ansaldo,

Thank you so much for coming to the meeting today. I appreciate your continued support of and enthusiasm for our ideas and initiatives.

I just finished viewing the documentary on Wole Soyinka and Providence's Tolerance Day. I was very impressed! I learned so much from him just by viewing the documentary- hearing him speak in person must have been amazing!

I followed up on Mrs. Stultz's suggestion of including the ESL students, and Lauren Voler's suggestion of including the foreign exchange students. These are wonderful ideas- we aim to include everyone! The ESL class is made of approximately 32 students, although the number may vary next year after the implementation of the school choice plan. The number of exchange students will also vary next year, but we will make efforts to inform the new students about the Echo group as soon as possible. I will contact the ESL teacher and ask for her support in our initiatives with The Echo Foundation.

Sincerely,
Amanda Shintay

JOHN GOWANS
GENERAL



PHILIP NEEDHAM
TERRITORIAL COMMANDER

The Salvation Army

FOUNDED IN 1865 BY WILLIAM BOOTH

LT. COLONEL STANLEY JAYNES
DIVISIONAL COMMANDER

2337 W DICKINSON AVENUE • POST OFFICE BOX 113
TELEPHONE 756-3388 • FAX 756-0010
GREENVILLE, NC 27835-0113

CAPTAINS HAROLD & LYNNETA POFF
CORPS OFFICERS

December 11, 2002

WITN TV
Attn: Mike Weeks
PO Box 468
Washington, NC 27889

Dear Friends,

Thank you so very much for the outstanding broadcasting job your station did for The Salvation Army's Kettle Kickoff Campaign.

Without the help of organizations like yours, we would not be able to provide assistance to the needy in our community.

Your generous support of The Salvation Army is greatly appreciated and we will see that it is used to alleviate need.

Thank you again and may God bless you.

His Crusader,

**Captain Harold Poff
Corps Officer**

HP/lm



Discovery Place, Inc.

September 18, 2002

Ms. Lee Armstrong
WSOC-TV
1901 N. Tryon Street
Charlotte, NC 28206

Dear Lee:

On behalf of the Board of Trustees and staff of Discovery Place, Inc., I would like to thank you and WSOC-TV for your continued support through your in-kind gift valued at \$35,000. Your generous contribution is an investment, which helps Discovery Place further develop and provide high-quality programs to the people of our region.

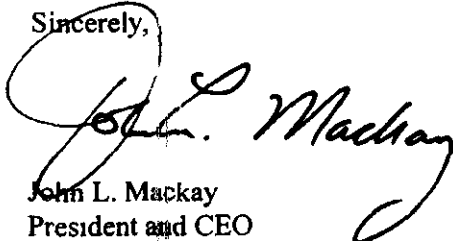
More than ever we know that we are meeting the needs of a rapidly changing community. Our mission is education and our goal is to help prepare an emerging workforce that is comfortable with science and technology. These opportunities would not be possible without the support of local corporations such as Verbatim Corporation and many others who graciously support Discovery Place and The Nature Museum.

As a corporate member, you will have the opportunity to enjoy many exciting presentations scheduled at Discovery Place in the coming year. We hope you will join us in *The Charlotte Observer OMNIMAX Theatre* in October for *Jane Goodall's Wild Chimpanzees*. This film, which world premieres here on October 2, 2002, takes viewers into the hearts, minds and lives of wild chimpanzees in the forest environment of Gombe Stream National Park in Tanzania, Africa

Lee, I sincerely hope that you and the employees of WSOC-TV will visit the science center often this year to see first hand the fun and educational programming that your generous gift helps to support.

Thank you again for your continued and valuable support.

Sincerely,



John L. Mackay
President and CEO

May 5, 2002

Mr Tommy Schenck
FOX50
Diamond View Office Building
512 S. Mangum Street
Durham, NC 27701

Dear Mr. Schenck,

Recently, I had the privilege of meeting one of your 10:00 news anchors, Ms. Lynda Loveland. On very short notice, Lynda agreed to accompany a group of my students from Powell Elementary School, to a luncheon that was provided for them at the Museum of Science. The students were the top points winners in our reading motivation program and the lunch at the museum was the reward for being such good readers.

Many people agree to help me with my various programs but I can honestly say that the genuine interest that Lynda exhibited during our little trip was truly refreshing. I did not have a sense that she was only "doing her duty". Instead, she entered into the spirit of things and never seemed bored with an outing that took up over two hours of her time. When we returned from the luncheon, she graciously took some time to visit our media center as well!

I believe that reading is the key to academic success and when students get that message from adults in the media, as well as from their teachers and parents, it means a great deal to them. Lynda has proven herself to be a champion of reading and an asset to our school. I am sure that she is an asset to your station as well.

Sincerely,

Janice Grathen

Janice Grathen, Media Coordinator
Powell Elementary School
1130 Marlborough Road
Raleigh, NC 27610

May 14, 2003

Dear Mac,

Thank you to all the Beasley
stations for participating in WalkAmerica.
It was wonderful to have them along the
route to cheer on the walkers. A special thank
you to Don Chase for having me on the
show twice to promote the walk. It is
wonderful to have such community minded
media in our midst. Thanks again - Natalia

PRIDE

Lee

January 19, 2001

Lee Armstrong
WSOC-TV
PO Box 34665
Charlotte, NC 28234-9917

Dear Lee,

WSOC-TV's commitment to the Pride Awards, the African American community and to Charlotte is phenomenal. Thank you for another successful year. In addition, it is always a pleasure working with your staff.

Thanks again and please let me know if Pride can be of assistance to you in any other way.

Sincerely,



Dee Dixon
Publisher

I would like to say
thank you for the classroom
supplies I received. We
are already using them.
You've made my job a
little easier.

Your kindness and support
are greatly appreciated.

Sincerely,
Michelle Ingram
2nd Grade
Florence Elem.

WKKT WLHT WUMG - SUSAN G KOMEN

13. April 2003

Amenda -

Many, many thanks for helping us market Laugh for the Cure!! The event could not have been such a success without the support of Clearchannel! Laugh for the Cure raised over \$7,000 for the Charlotte Affiliate of the Susan G. Komen Breast Cancer Foundation. Thank you for helping us work to eradicate breast cancer as a life threatening disease. It was great meeting you (again!) last Monday and I look forward to working with you on future Laugh for the Cure and Komen events! Sincere thanks! Tommy S. Greystock
Director, Laugh for the Cure

Father Flanagan's Boys' Home
Boys Town, Nebraska 68010
Father Val J. Peter, Executive Director

**Public Service
Council**

Elizabeth Ashley
Dan Aykroyd
Scott Bakula
Halle Berry
Nicolas Cage
Michael Chiklis
Mark Collie
Mike Ditka
Lesley-Anne Down
Hector Elizondo
Lee Greenwood
Robert Guillaume
Steve Guttenberg
Jasmine Guy
Reggie Jackson
Pat Haden
Harry Hamlin
Kadeem Hardison
Neil Patrick Harris
Hal Holbrook
Joey Lawrence
Jane Leeves
Edward James Olmos
Elizabeth Pena
Tim Reid
Theresa Saldana
Jimmy Smits
Daniel J. Travanti
Blair Underwood
Carl Weathers
Paul Winfield

DATE: November 2000

TO: WSOC

FROM: The Girls & Boys Town National Hotline

RE: Crisis Calls from Charlotte, NC

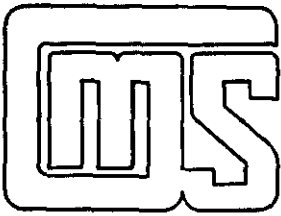
Thank you for airing Girls & Boys Town National Hotline Television PSAs during your 2000 broadcast schedule.

After you aired our PSAs this year, the Girls & Boys Town National Hotline received 4,031 calls from parents and children in the Nielsen Designated Market Area (DMA) of Charlotte, NC!

As you know, the Hotline helps troubled parents, teenagers, and children find solutions to any of their problems -- from peer pressure and relationships, to more urgent situations such as physical abuse, violence, and suicide. **But we couldn't help as many people as we do without you.** By broadcasting our PSAs, you provide your viewers with a way to find help immediately -- **the impact is significant and the results are real.**

All of these callers from your community received individual care and professional counseling.

Thank you so much for making this possible.



Charlotte-Mecklenburg Schools
Guidance and Student Services
700 E. Stonewall Street, Suite # 708
Charlotte, North Carolina 28202
Telephone (704) 343-3653

Lee

Eric J. Smith, Ed.D.
Superintendent

October 30, 2001

Ms. June Noe, Manager, Public Relations
WSOC-TV
1901 N. Tryon Street
Charlotte, NC 28206

Dear Ms. Noe:

On behalf of the students in the Academic Internship Radio/TV Group, please accept my thanks for the wonderful session you hosted at WSOC-TV yesterday. I appreciate your arranging all the enthusiastic speakers, providing the tour and allowing us the use of your very nice conference room. The students could easily relate to your main example of "School Tools", and we were all amazed to learn how much creativity, organization, expense and work that event takes each year. Thank you too for sharing the importance of community service through Family Focus and how important evaluations are at the end of projects. The students needed to hear that a station employs people in many different positions, not all of them visible to the public. Thank you for giving them a realistic view.

Special thanks to **Gwen McGrady**, Production Supervisor, who took time to show us around the station when she needed to be getting ready for the 5 o'clock news. It's always a big thrill to be able to get inside the studio and see where the action really takes place. Ms. McGrady answered questions readily and made us feel welcome in your beautiful new facility. Thank you, too, to **Harold Johnson** for coming in to give the students his advice, suggestions and unbeatable zeal for his position. His warmth is as real in person as it is on TV.

Sally Ganz, Executive Producer of Creative Services, was very informative about her position with promotion, marketing and branding. It was beneficial for the students to learn that writing skills are crucial to this profession. How fun for us to learn that the familiar voice we hear on WSOC promotions comes all the way from New Mexico. Use of the videos, by both you and Ms. Ganz, helped to keep the students interested as well as see the real product.

Learning about the importance of ratings and research was entertaining and informative with your eager **Patricia Harris**, Research Director. She did a good job explaining why and how ratings are determined so that WSOC is able to tell advertisers how many viewers may be impacted through the station. It was an extra bonus that students heard the importance of integrity that she shared when discussing how to avoid influencing Neilson raters.

Young people are making critical decisions about their future educational and career paths, and it is so important that business people share their knowledge and expertise with them. Please thank each speaker for taking time from his/her busy schedule to provide advice and valuable information to our future workforce.

Sincerely,

Julie Cooper

Julie Cooper, Academic Internship Coordinator



WKLT

July 10, 2003

Tommy Barrett
801 E. Morehead St
Charlotte, NC 28202

Dear Tommy,

Edith Wharton once said "there are two ways of spreading light—to be the candle or the mirror that reflects it". On behalf of the patients and staff of St. Jude Children's Research Hospital, we would like to thank you for being our candle in helping to spread the light of St. Jude.

The 2003 Kat Country/ St. Jude Radiothon was absolutely incredible thanks to your participation and hard work. Please know how much we appreciate your dedication to the children of St. Jude. You helped to raise over \$112,000 to help the kids at St. Jude Children's Research Hospital. That is fantastic!

We at St. Jude truly appreciate your support and the money that you have raised will be put to good use. Since the hospital first opened in 1962, the overall survival rate for childhood cancer has increased greatly. It is due to the dedication and generosity of people like yourselves that St. Jude is able to continue to search for a cure for cancer and other catastrophic childhood illnesses so that one day Danny Thomas' dream—that no child should die in the dawn of life—will become a reality.

It was truly a pleasure to work with you during the radiothon. I had a great time and have some great memories; I hope that you did as well. The radiothon was a marvelous success and I look forward to working with you in the future as we continue to battle catastrophic childhood diseases. I hope that you realize that the hard work you put into this radiothon is greatly valued. We hope that you will continue to support our children. Thank you for your continued dedication to saving the lives of children across the world. I look forward to seeing you soon!

Sincerely,

Sarah Hackett
Event Marketing Specialist
ALSAC/ St. Jude Children's Research Hospital

Yeah
Tommy!
Thanks for
everything!
You rock!



June 1, 2000

Mr. Bruce Baker
WSOC-TV
P.O. Box 34665
Charlotte, NC 28234-4665

Dear Mr. Baker:

On behalf of the Charlotte-Mecklenburg Community Relations Committee, I would like to thank you for your generous contribution and support in making the Twenty-First Annual Police Community Relations Awards Program a success. Please know that it is because of the interest and support of WSOC-TV that we are able to honor police officers for their efforts in improving police-community relations in the greater Charlotte-Mecklenburg area.

Later this month, the Police Community Relations Subcommittee will begin a formal review and evaluation of this year's program. At that time we will review any comments, concerns, or suggestions submitted by sponsors, police personnel, and the general public. We invite you to be a participant in this process by sharing any suggestions you may have for the year 2001 Awards Program. This information can be submitted in writing to the Charlotte-Mecklenburg Community Relations Committee, 600 E. Trade Street, Charlotte, NC 28202 or by calling Donna S. Johnson at (704) 336-3056 Monday thru Friday between the hours of 9:00 a.m. and 5:00 p.m.

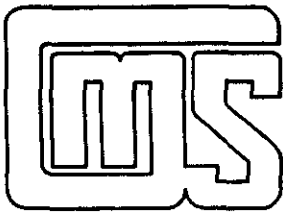
Initial plans for next year's program will be developed in the fall of this year. At that time strategies for identifying potential award winners will be developed. We will also begin contacting our sponsors to ascertain their intent on being a part of the year 2001 awards program. To that end, we respectfully request that WSOC-TV continue as a sponsor of the Police Community Relations Awards Program.

Once again, we thank you for your support and involvement in the Police Awards Program. We look forward to talking with you over the next few months.

Sincerely,

George A. Wallace, Chairman
Police Community Relations Subcommittee

GAW/dsj



Charlotte-Mecklenburg Schools
Guidance and Student Services
700 E. Stonewall St., Suite # 708
Charlotte, North Carolina 28202
Telephone (704) 343-3653

Eric J. Smith, Ed.D.
Superintendent

March 22, 2000

Ms. Kay Hall, Program Director
WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206

Dear Ms. Hall:

The 1999-2000 Radio/TV group internship was a tremendous success! You played a very important role in the education of the high school students this internship. Sharing your knowledge and experience helped expand the students' awareness about the realities of the Radio/TV profession. Students in the group reported that their career goals were affirmed, changed or altered after spending this semester in the internship.

The success of our education system depends on a continuing relationship between the community and schools. Thank you for the role you played in this effort. We look forward to working with you in the future.

Sincerely,

Gale F. Collins
Gale F. Collins

Sarah J. Price
Sarah J. Price

Linda Stephens
Linda Stephens



4235 University Drive
CCB Building
Durham, NC 27707
(919) 683-6503
FAX (919) 489-7637
www.dpen.com

*Focusing Community Resources to Ensure
the Highest Achievement of all Children in Public Education*

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Executive Director

Kay S. James

May 21, 2003

Ardie Gregory
Vice President, General Manager
WRAL-FM Mix 101.5
P.O. Box 10100
Raleigh, NC 27605

Dear Ms. Gregory:

On behalf of the 2003 Walk for Education Committee and the Durham Public Education Network, thank you for all you did to contribute to the success of the Walk through your media support. What a pleasure to have Bill Jordan serve as Celebrity Chair. Everyone really enjoyed the part he played as Master of Ceremonies on Walk Day, and the radio spots were so valuable.

The Walk for Education raised approximately \$58,000.00 to support the improvement of education for every child in Durham Public Schools, through the Durham Public Education programs such as Teacher Initiative Grants, Reading First, Celebration of Education, the Education Summit and Durham's Covenant for Education. Thank you once again.

Sincerely,

Peggy Nimkoff
Walk for Education

C: Bill Jordan

Public involvement. Public education. Public benefit.

Member, Public Education Network



August 21, 1997

Ms. Margaret Murchison
WWGP/WFJA
P.O. Box 3457
Sanford, NC 27331

Dear Margaret:

On behalf of the thousands of youth in Lee County who have called Straight Talk messages, thank you for WWGP and WFJA's informative Public Service Announcements on the program. I was excited to find out that the PSAs were aired so regularly.....with your in-kind contribution equaling \$18,200.

As you know, Straight Talk seeks to empower teens to make healthy and well-informed decisions in their lives and does so by providing easy access to educational information, support, and referrals. Our hope from this is to positively affect a teen's life as well as the community at large ...a pregnancy prevented, deterring drug use, increasing family communication; and more!

Of course, none of the above can happen if teens and families are unaware of Straight Talk. Your Public Service Announcements certainly enhanced our efforts to promote the program throughout Lee County. Over the last year, there were more than 200 calls/month to the Straight Talk audio messages from individuals in Lee County while there were a significant number of follow-up calls to our community partner, Lee County Youth Services, for further assistance. Thank you for your support and help in making this possible.

We look forward to a continued partnership for this year (which began July 1, 1997) and hope that your stations will be able to air these vital PSAs at the same level you did last year.

Please contact me (704-377-4438) if you have any questions or concerns. I look forward to keeping you updated on the program and I'm sure we'll talk soon. Keep up the great work!

Hope for all Youth,

A handwritten signature in dark ink, appearing to read "Randall Hitt". The signature is written in a cursive, flowing style.

Randall Hitt
Director of Operations/Development

P.S. Feel free to mail me a monthly "statement" on the estimated dollar amount of PSAs that you air....this might be easier than waiting until the end of the year to collect all the information. Thanks!